

REMARKS

This responds to the Office Action mailed on October 31, 2005, and the references cited therewith.

Claims 1, 15 and 16 are amended and claim 8 is cancelled; as a result, claims 1-9, 14-16 and 18-22 are now pending in this application. Some of the subject matter of claim 8 was incorporated in claim 1, and claim 15 was amended to depend directly from claim 1, as opposed to claim 14.

As amended, claims 1 and 16 now each require, among other things, that:

- a) the holder is a "disposable" holder;
- b) the holder includes airline information and advertising thereon; and
- c) that the holder is given away free of charge to passengers.

Most would agree that one of the most challenging and trying aspects of commercial air travel in the United States today is running the gauntlet of airport security, and in particular passing through the metal detectors and x-ray machines. In most airports, travelers are required to take off their jackets, take off their shoes, remove belts with large buckles, remove laptops from briefcases and place in screening tubs, remove jewelry as needed, empty pockets of change, remove hats, and remove from their persons any other metallic items likely to trigger the metal detector.

At the same time, passengers are required most often to keep their ticket and ID handy to show the security checking ID's prior to the x-ray and metal detector screening, and then keep their ticket handy to show the security personnel again when passing through the metal detector. As a result, just at the time the passenger is under high stress and above all needs his or her hands free to maneuver through the security screening, he or she is distracted trying to find a place to put his ticket temporarily so it can be retrieved at just the right moment as they pass through the metal detector. In some cases, the passenger may not have a pocket to place the ticket in, so the challenge is even greater.

In many cases, the challenges of managing the ticket while performing the many other tasks required to pass through a security screening cause passengers to require more time to prep for the security screening than they would with less distractions, and therefore the screening

process is less efficient than it may be, causing tens of thousands of passengers daily to have to wait longer than necessary to get through the screening. These delays occur so frequently to so many passengers, many of whom are business travelers, that the economic impact of lost time is likely measured in the hundreds of millions of dollars annually.

While this "running the security gauntlet" has been experienced by millions of travelers each year in the United States since 2001, causing stress, annoyance, delay and economic loss, virtually nothing has been done by the airlines or airport administrators or security personnel to make it easier for airline passengers to manage their tickets and/or ID's when passing through the security screening. The lack of action by airlines, airport administration or security personnel may be due in part to an era of extreme price pressures at airlines and budget strains on airports and federal authorities as they struggle to implement the maximum security measures possible with limited funding.

Accordingly, it is nothing short of astounding that the Applicant's invention is the first to provide a method for airlines to distribute "hands free" ticket holders free of charge, with the ability to place advertising on the holders in order to finance the cost of the holders. While claims 1-9, 14-16 and 18-22 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Thompson (U.S. Patent No. 3,655,119) in view of Jacobs (2003/0213826), neither of those references make any mention of this approach to distributing disposable, hands free ticket holders to airline passengers so as to provide the passengers an opportunity to hold their tickets around their neck and not have to worry about what pocket to stick it in while they are simultaneously rushing to empty pockets, take off shoes, take off jewelry, remove coats, remove hats, remove laptop computers and more, and then be able to pull the ticket back out instantly to present again as they pass through security.

Neither the Jacobs reference nor the Thompson reference mentions advertising, nor do they contemplate airlines giving away the hands-free holders free of charge. These aspects are very important in that if the airlines could afford to give away these disposable, hands free holders to a large number if not all passengers, at least in part because they can offset the cost of the holders with advertising revenues, the airline traveling public would be greatly benefited. These benefits would include less stressful trips through the security screens and fast trips that

will potentially save hundreds of millions of dollars annually in lost productivity caused by the need to arrive early at the airport to compensate for slow security lines.

The Applicant further notes that the meaning of “disposable” is set forth in, for example, the Merriam-Webster Online Dictionary, as: 2 : designed to be used once and then thrown away. Accordingly, an item is not “disposable” simply because it can be thrown away after a use. Rather, it is designed so that it is economical to dispose of even after only one use. Such use may be a single use of the holder through one pass through security, or it may be a use that extends through multiple passes through security on a trip. In other words, a “disposable” holder is not designed for long-term use even if such use may be possible such as a Dixie cup that may be used over and over again. Accordingly, reconsideration and allowance of the pending claims is respectfully requested.

§102 Rejection of the Claims

Claims 49-51 and 53 were rejected under 35 U.S.C. § 102(e) as being anticipated by Jacobs (2003/0213826). These rejections are moot in view of the Applicant's cancellation of these claims.

CONCLUSION

Applicant respectfully submits that the claims are in condition for allowance, and notification to that effect is earnestly requested. The Examiner is invited to telephone Applicant's attorney at (612) 373-6976 to facilitate prosecution of this application.

If necessary, please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

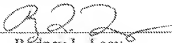
Respectfully submitted,

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Name


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